

Dear City Council/Planning Board,

- I am writing in support of the Mass + Main zoning proposal put forth by Normandy Real Estate Partners and Twining Properties.
- As the Chef/Owner of Viale, I believe adding more housing along Mass. Ave. near transit would have a positive impact on the local economy as well as the streetscape. The streets of Central Square are not always friendly...Having a residence here would help to stabilize the sense of safety and community.
- This winter was a tough one for local businesses but having more much-needed housing within walking distance of local retailers and restaurateurs is the way cities should be. It's good for residents. And it's good for business.
- It's great that the developers are proposing housing – not more lab or office space. Housing generates far greater economic impact (by a factor of four) than office or lab.
- And finally, we appreciate that the developer is incorporating a wide-range of affordability as well as unit size in their proposal. A mix is good for everyone – and Cambridge as a whole.
- I think it's important that the City Council consider the voices of everyone who contribute to the vibrancy of our community, not just the same group of local residents who want no change.
- In our business, we have to change all the time to meet our customers' needs. Staying stagnant is not an option. It shouldn't be status quo for the city either. Luckily, we have an excellent proposal in Mass + Main that can help keep Central Square a great mixed-used neighborhood for many years to come.
- We urge you to vote yes on this proposal.
- Thank you

Greg Reeves

To be sent to:

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**(This ensures the letter becomes part of the official record.)**